

# TRANSEND

July 2006

A magazine for

members of the Arizona Department of Transportation

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STATE HIGHWAYS  
WITH A CAMERA***



# A MESSAGE OF INDEPENDENCE

By Victor Mendez  
*Director*

Once again, Americans take time out of their busy schedules to celebrate the Fourth of July in recognition of our nation's independence. The July Fourth holiday is an occasion for parties, picnics, camping and traveling, and, of course, parades and fireworks.

I encourage each of you to reflect on the value of independence and to hold sacred the precepts that our founding fathers included in the Declaration of Independence – Life, Liberty and the Pursuit of Happiness – values that Americans have seemingly come to take for granted.

It is good that we have this day to reflect on the subject. So, as you pursue the pleasures of the holiday, pause and consider the basic truth that our independence is only as secure as our country. In that vein, I also encourage you to thank the men and women valiantly serving in our nation's military for protecting our right to the independence that our forefathers wrought.

As you celebrate this national holiday, please do so in a safe manner. Many will be traveling our state highways to parks, lakes and places of interest. But every year during this holiday, far too many traffic accidents injure and kill people on our highways. So, keep safety uppermost in your minds -- buckle-up, obey traffic laws, and don't drink and drive.

Have a happy, safe Fourth of July holiday!

## TRANSEND

TRANSEND is published monthly by the Creative Services Group of the Communication and Community Partnerships Division for the employees and retirees of the Arizona Department of Transportation.

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# Logging the state highways with modern technology

By Ron Loar  
Editor

**T**ake two guys, put them in a van with a digital camera and an array of computer gadgets that are networked to Global Positioning Satellite (GPS) technology and turn them loose with one goal – to photograph every mile of Arizona state highways, north, south, east and west.

That's exactly what Robert Bush and Tim O'Connor do for ADOT. The two transportation photolog specialists cover more than 20,000 miles a year just to photograph the state and federal highway pavement in Arizona. That's

the equivalent of driving round-trip between Los Angeles and Washington, D.C. four times a year.

And, "For what purpose?" you may ask.


Think of it as a video inventory of highways in the state.

The photos are housed in ADOT's – for lack of a better name – Data Warehouse, which is not a warehouse building at all, but a cache of electronic files maintained by the Information Technology Group. When viewed in rapid succession on a computer, the photolog is an electronic record of the highway, much as a driver might see it while driving. In fact, the photolog displays as a movie on the computer.

It can be stopped, advanced at a slow rate or fast forwarded, reversed, or even turned around to go back in the opposite direction of travel.

A photolog is a series of sequential photographs, taken from a moving vehicle at driver's eye level, that provides a permanent record of a given highway at a given time. When viewed, the movie shows the number of lanes, surface type and condition, pavement markings, highway signage, signals, intersections, and condition of the highway berm. It also records vegetation growth, advertising signage and structures that potentially may obstruct the view of drivers.

Images collected – approximately 1.9 million photos each year – are used by various ADOT offices, according to Mark Catchpole, manager of the Data Collection Section of the Transportation Planning Division. The Risk Management office uses the data for litigation defense, as does the Attorney General's office. Materials Group and maintenance engineers can make assessments of roadway conditions from the comfort of their office and without the expense of traveling to make inspections. Signing and Striping crews can readily determine what sections of



*Robert Bush, photolog technician, monitors a center-line map on the right, while the monitor on the left displays the actual photographs and critical data as the photolog process occurs. As the van proceeds along the highway, driver Andy Anderson keeps the photolog specialist apprised of traffic, road and weather conditions.*

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# Logging the state highways

(Continued from Page 3)


the highway need sign replacements or re-striping. Environmental Planning and Engineering Pre-Design Section employees also use the videologs in performing their jobs. “They can take a video trip to the site without leaving their office,” Catchpole comments.

Bush and O’Connor spend about eight months out of the year just driving the highways of Arizona, taking photographs. From March through October – when they have the greatest number of daylight hours – they can be found somewhere between Littlefield, in the extreme northwest corner, and Douglas, in the far south-east corner of Arizona. Their trips take them from the small town of San Luis along the Mexican border, just south of Yuma, to the Four Corners area in the northeast portion of the state. They know every little berg and village along the way and can take a look at just about any photo in the videolog and tell you where it was taken – and in what direction, too.

Each digital frame is referenced to a specific milepost location and a set of GPS coordinates. Technicians shoot from 132 to 200 frames per mile, depending upon the speed they are traveling. The photos are recorded on a computer inside the van. While traveling, the technician can view a GPS image of the highway on one monitor, while seeing the actual digital image recorded on a separate monitor. As the van passes each milepost the technician clicks a

switch to record the exact location, date, time and direction of travel. This data is correlated with the specific photo file.

When weather, traffic or light conditions prevent their filming, the technicians find a place to park and catch up on post-production. This involves reviewing the photos frame by frame and making notations of weather and light conditions, as well as verifying milepost data and route locations. Occasionally, technicians must re-shoot some sections if conditions were not right. Then, too, there is always a need to perform maintenance on equipment and take care of paperwork. In the off-season, technicians are assigned to special projects.

Prior to modern digital photo technology, videologging was actually accomplished with 16-mm movie film, according to Ed Green, who used to oversee the data collection process. In 2000, Green took on the responsibility to oversee the conversion of 20 years’ worth of celluloid film to digital format. That amounted to 750,000 feet of film. He estimated that if the rolls of film were laid end-to-end, they would stretch from Tucson to Flagstaff. 



*A sequence of frames taken from the photolog show a segment of highway along I-10 westbound, beginning at MP 229. In the first couple of photos, Picacho Peak can be seen coming into view on the left. This sequence ends at the Pichaco Peak Road turnoff, MP 219.*



## Loop 202 and Interstate 10 connection

# 55th Ave. 'preferred alignment' for South Mountain Freeway

By Matt Burdick

*Community Relations Director*

**The Arizona Department of Transportation has identified an alignment that would connect with Interstate 10 at 55<sup>th</sup> Avenue as the "preliminary preferred build alternative" for the Loop 202 South Mountain Freeway, ADOT Director Victor Mendez announced in a press conference on June 29.**

The 55<sup>th</sup> Avenue alternative was identified as the preferred option after comparing each of several alignment options in terms of regional transportation needs, consistency with regional and long-range planning, environmental and societal impacts, traffic operational efficiencies, estimated costs and regional and public support.

In making the announcement, Mendez said, "The 55<sup>th</sup> Avenue alignment was the best option for balancing regional transportation needs with our responsibilities to be fiscally responsible and sensitive to the potential impacts to local communities. The regional support for the 55<sup>th</sup> Avenue alternative, its consistency with regional and local plans and the fact it would result in fewer community and economic impacts than other South Mountain Freeway alternatives were factors in our decision."

This announcement does not represent the final decision. However, a change to this 'preliminary preferred build alternative' in the southeast Valley would occur only if substantial new information pertinent to the selection process were discovered. The final decision will come

at the conclusion of the environmental process for the entire South Mountain Freeway and the issuance of a Record of Decision.


The South Mountain Freeway represents the southwestern leg of the Loop 202 freeway that was originally planned in the mid-1980s. It is part of a regional freeway system approved for funding by Maricopa County voters under Proposition 300 in 1985 and again under Proposition 400 in 2004.

The current environmental study for the Loop 202 South Mountain Freeway began in summer 2001 to allow federal funding to be used to build the freeway in the future.

ADOT has worked with the Federal Highway Administration through the study process to narrow the number of considered options in an

effort to determine the future alignment of the South Mountain Freeway. At one point, the study included more than 30 suggested alignments.

The identification of a 'preliminary preferred build alternative' in the southwest Valley is independent of a decision about the East - West portion of the freeway in the Ahwatukee area of Phoenix. That decision is expected to occur in the fall of 2007 in conjunction with the release of the final environmental impact statement covering the entire South Mountain Freeway.

Additionally, this announcement does not preclude the 'no build' option from being considered in the environmental study and ultimately selected as the final decision for the South Mountain Freeway. 



Get to know . . .

## Mary Cook – woman on a mission for pre-apprenticeship

By Diane E. D'Angelo  
Public Information Officer

**M**ary Cook is on a mission. As the coordinator for ADOT's Pre-apprenticeship in Highway Construction Program, Cook works tirelessly to recruit the next generation of people who will build Arizona's roads.

Says Cook, who works out of ADOT's Civil Rights Office, "It's such a wonderful opportunity to create a career, rather than just a job. There's a career ladder, and opportunities abound."

She's not exaggerating. According to the Department of Labor, construction is the only goods-producing sector in which employment is projected to grow. After five years, construction workers can expect to make between \$18-25 per hour with full benefits. Inspired by stats like these, Mary Cook can be found spreading the word about the free training at Construction Career Days, the Construction Academy for Girls, Metro Tech High School Construction Championships, job clubs and the Job Corps. In addition to high school outreach, recruitment efforts also include many organizations that work with adults, such as Phoenix Indian Center and Arizona Women's Education & Employment (AWEE). While the program is open to everyone, women and minorities are especially encouraged to apply.

Funded by the Federal Highway Administration, the Pre-apprenticeship in Highway Construction Program offers a multifaceted six-week course

with both classroom instruction and hands-on learning opportunities. Participants brush up on basic skills in math; increase their overall fitness levels, and experience welding, heavy equipment operations and framing. "This enables the participants to make a more informed decision as to which career to pursue. There are also field trips to job sites and training programs, permitting students a second type of 'real world' view of those occupations," adds Cook.

*Mary Cook, left, and Bob Chasen, instructor for Maricopa County Skills Center, provide job-site instructions to pre-apprenticeship students Valerie Dazie, Matthew Pacheco and Gum Ring. The field trip was held at the construction site for the Loop 202 Santan Freeway and US 60 interchange.*

Mary is uniquely qualified for her position. Her first love is education, and she worked as a first-grade teacher and English as a Second Language (ESL) instructor for many years. Hit with career malaise in 1978, Cook took on her husband's challenge to be the first woman to enter a steam fitter apprenticeship and completed her training in 1982.

*(Continued on Page 7)*






## Mary Cook on a mission

*(Continued from Page 6)*


This unanticipated change in profession led to an amusing encounter. Says Cook, “Can you imagine how I felt the first night of class when I sat down next to another apprentice, only to discover he was once one of my first-grade students?”

Cook is passionate about connecting people with this outstanding opportunity. She says the most rewarding part of her job is reconnecting with participants when they have completed their craft training and are employed as journey workers. Recently, she was the speaker at the operating engineers apprentice graduation. “That evening, the coordinator announced the name of the apprentice they had chosen to represent the program at the annual outstanding apprenticeship banquet. The winner was a graduate of the Pre-apprenticeship in Highway Construction program. Afterward, he and his parents came up to me and thanked me for the program. That’s what makes this job so fun.” 

*To learn more about the Pre-apprenticeship in Highway Construction program, call*

**602-712-4074**


## New access security program under development for ADOT Capitol Complex

 In an effort to maintain a safe and secure work environment, ADOT is upgrading the security system and installing a system for issuing badges and keys at the Capitol Complex facilities, according to Rita Muñoz, physical security coordinator for Facility Maintenance and Support Group.

“Providing for the safety and protection of employees and visitors at ADOT’s Capital Complex facilities and protecting its real property is of the highest priority,” Muñoz says, “Our ability to maintain an adequate level of safety and protection has become increasingly difficult due to an aging security system.”

Under the new master key system, one key for each door will be issued initially. Additional keys will be made available upon completion of the access request form. This will allow the agency to improve control and responsiveness over the access levels and protection. The new program will be instituted in the early months of fiscal year 2007. Announcements will be made as each building is updated.

The new system will produce secure identification cards and key control for authorized personnel including visitors, vendors, Capitol Police officers, contract employees, and all others who receive authorization. There will be more stringent validation procedures, including tracking card-user activity, viewing entrances and exits, and verifying credentials.

When fully implemented, individuals seeking permanent authorization for admittance into an ADOT building in the Capitol Complex will no longer need to go to the ADOA Badging Office to obtain a photo ID pass. All IDs and keys will be issued in Room 122 of 1655 W. Jackson St. A new ADOT Access or ID Card Request Form is currently in development, and will be available on the Web when the system is activated. Authorized division signatures will remain the same, and all employees will automatically be given building access between the hours of 6:30 am to 5:30 pm, Monday through Friday unless their managers determine additional access times are required. This level provides access to all ADOT Capitol Complex buildings. If access is denied or additional access is required, an employee’s supervisor must send an e-mail to Muñoz to obtain extended authorization. 

*Contributes to Pima County economy*

## Tucson International named 2006 Airport of the Year

**By Kim Stevens**  
*Aeronautics Division*

**T**ucson International Airport was recipient of this year's "Airport of the Year" award, sponsored by the Aeronautics Division of the Arizona Department of Transportation, (ADOT). Aeronautics Division Director Barclay Dick presented the award at the Arizona Airports Association's (AzAA) annual Spring Conference, held in Tucson.

The airport, which was founded in 1948 by 15 local businessmen, has grown from a 2,600-acre municipal facility into an 8,000-acre international airport. "During its 58-year history,

it has brought major employers and significant economic development to the area," said the division director. "The airport staff has been very involved, not only in professional organizations, but also in civic affairs and social service agencies."

"This is a wonderful honor for the employees and members of the Tucson Airport Authority," said airport president and CEO, Bonnie Allin. "It is our employees, guided by the TAA board and membership, who are dedicated to developing, operating and maintaining the best aviation facilities for the users of our facility in Tucson and southern Arizona."

Michael Johnson, director of engineering, accepted the award on behalf of the Tucson Airport Authority, host for this year's conference.

In 1952, the airport brought to town the Hughes Tool Company, which later became Hughes Aircraft and today is known as Raytheon Missile Systems, one of the largest employers in Tucson. "In 1956, this little airport authority, in a small, dusty Arizona town, pioneered the sale of airport revenue bonds, a financial instrument upon which many of the nation's airports are now dependent," said Dick.

*(Continued on Page 9)*



***Award-winning  
Tucson International  
Airport at night.***



# TIA – Airport of the Year

(Continued from Page 8)

Twenty years later, the airport brought to town a second major employer, Gates Learjet, now Bombardier. That same year, the airport authority negotiated a revolutionary airport use agreement with the airlines serving the community. According to Dick, “That agreement ensured the airport’s growth for the next 30 years and was used as a model by many other airports.

“A most extraordinary thing about this organization is the quality and longevity of its leadership. During its 58-year history, it has had only four airport managers. Each of them was elected as president or chairman of national aviation organizations.



“Regrettably,” continued Dick, “three of those four are no longer with us. Bob Schmidt died in 1963, Chuck Broman in 2003, and Wally Burg just last year. In memory of those aviation leaders and the phenomenal things they accomplished at their dusty little airport, the Aeronautics Division is proud to present ‘Airport of the Year’ to Tucson International Airport.”

The selection criteria used by the Aeronautics Division consists of accomplishments in the areas of community relations, airport management and airport maintenance activities, as well as in innovative activities and programs implemented at the airport.

A sign will be erected near the airport announcing Tucson International Airport as the 2006 “Airport of the Year.” 

*Michael Johnson, director of engineering for TIA (left) accepted the award on behalf of the Tucson Airport Authority. Barclay Dick, director of the Aeronautics Division presented the award.*

## Milestones in Service

**The following employees attained milestones for their length of service with ADOT.**

### 40 years

David W. Zimbrow, District Permits, ITD

Kenneth A. Pflaum, Engineering Survey, ITD

### 35 years

Robert C. Obregon, Data / GIS, TPD

### 30 years

Lee A. Williams, Receipts Accounting, MVD

Roberta Ornelas, Phoenix Maintenance, ITD

Lawrence McCabe, Phoenix Maintenance, ITD

Jack E. Hays, Statewide Striping, ITD

### 25 years

Gilbert Nastacio, Holbrook Maintenance, ITD

Jonny Judd, Prescott Signing and Striping, ITD

### 20 years

David R. Espinoza, Print Shop, TSG

Irene C. Simonetti, HRDC, TSG

Lorraine V. Baca, Title Production, MVD

John E. Branch, Phoenix Maintenance, ITD

James M. Maciolek, Tucson Construction, ITD

# Special interests reflected in special license plates

By Jim Cullison

MVD Project Support Manager

**Most people have special interests in their lives, and for a lot of Arizonans, their vehicle license plate reflects that interest.**

Besides the standard *Grand Canyon State* license plate, the Motor Vehicle Division offers a wide variety of special plates for drivers who want to reflect a personal interest, an organizational affiliation or their support for a particular cause.

Special plates have become increasingly popular in recent years, as new ones have been authorized. Many require certain qualifications before they can be issued – plates for firefighters, military veterans and National Guard members, for example.

However, the most popular plates are the ones anyone can purchase, and they are being purchased by thousands of vehicle owners every

**Order your special license plate on-line at  
[www.servicearizona.com](http://www.servicearizona.com)**


*Your new specialty or personalized plate  
is just a mouse click away.*

year. These plates not only show individual preferences; they also support worthy causes, since \$17 of these special plates' \$25 fee is a tax-deductible donation that goes into a fund to support the plate's purpose.

Depending on the plate, the purpose might be prevention of child abuse, protecting the environment, university scholarships, breast cancer prevention, spaying and neutering of pets, organ donation, character education programs or traffic safety. More than 83,000 Arizonans are driving on the state's streets and roadways with plates promoting those objectives. Another 74,000 special plates are on the road for a variety of other specific designations, such as alternative fuel vehicles, veterans, amateur radio operators, historic vehicles, firefighters and Purple Heart recipients.

Special plates aren't created just for the asking. Typically, a non-profit organization or coalition has to request a plate for a specific purpose and have it authorized through legislation. The sponsoring group then has to provide a \$32,000 implementation fee and work with MVD to create a

unique design for the plate. Once that process is complete, MVD begins production and sale of the plate. In addition to the special plates already on the road, two others are in the implementation process, and four more were authorized in the legislative session that just concluded.

The current special plates, including an explanation of where the fees go and whether there are requirements to own one, can be seen on the MVD Web site, [www.azdot.gov/mvd](http://www.azdot.gov/mvd). Go to Customer Services/Vehicle Services. 





# Public transportation becomes reality in rural communities

By Matt Carpenter  
Public Transportation Division

**M**aking the 10-mile trip from the rural community of Kachina Village to Flagstaff just got easier, thanks to funding for a new transit connector route. The Arizona Department of Transportation, Public Transportation Division, in partnership with Coconino County Department of Transportation, has initiated a three-year pilot program funded by the Federal Transit Administration (FTA).

A total of \$150,000 for the project has been allocated through a combination of funding including the FTA's Urbanized Transit Program (Section 5307) and other federal sources. The new bus service began operation in May.

"There are considerable needs within rural Arizona, and this new connector system is a step in the right direction to helping those in need of dependable public transportation," states Jim Dickey, director of the Public Transportation Division. "The route between Kachina Village and Flagstaff is one of four such programs to begin in recent months," he says.

A directive by the Arizona State Transportation Board initiated the Regional Transportation Connector Services (RTCS) pilot program that will provide four pilot projects of three years' duration for needed public transportation services between rural communities and urbanized areas. These connector services are made available so that residents in rural communities can commute to urban areas for employment, medical appointments, shopping, education and other services.


Other similar transit programs funded recently by FTA programs include:

## **Ajo to Gila Bend to Phoenix**

– Services began in March 2005 for this route that provides a vital transit link between the small community of Ajo in southern Arizona and Phoenix, with a connection midway at Gila Bend. FTA's Rural Public Transportation Program (Section 5311) and other federal sources provided \$300,000.

## **Green Valley/Sahuarita to Tucson**

– Residents of the rural communities of Green Valley and Sahuarita may now find it easier to make the trip into Tucson. A \$300,000 grant to provide transit services to these communities was funded through Section FTA's Section 5311 and other federal sources. Services began in February 2006.

**Wellton to Yuma** – FTA grant funding through Section 5307 and other federal sources provided \$150,000 for this service that began in February 2006. 



*Participating in dedication ceremonies for the VanGO Kachina Service Connector in Flagstaff on June 21<sup>st</sup> were Jim Dickey, director of the Public Transportation Division; Jamie Martinez, ADA eligibility caseworker for Coconino County; Cassie Davidson, dispatcher VanGO Kachina; Al White, vice chairman for the Northern Arizona Intergovernmental Public Transportation Authority (NAIPTA) and Flagstaff City Councilman; Louise Yellowman, Coconino County Board of Supervisors; Kathy Chandler, VanGO program manager; Jeff Meilbeck, director of Coconino County Transportation Department and acting general manager of NAIPTA; and Matt Carpenter, acting manager of PTD's Statewide Transit Planning Program.*

*Before you shred it, throw it away or delete it, better read this*

# Public records – the rules of document retention



*Editor's note: This is the final article in a three-part series about the staff and services of the ADOT Risk Management Office.*

**By Cindy Eiserman**  
*Deputy Risk Manager*

**To keep or not to keep? That is the fundamental question. Everything we do in the course of our daily activities at ADOT is for the public. So, can we throw anything away?**

The mountain of records that we create and file in the course of our government work is bound by statute and the Arizona Administrative Code, and the state's master retention policy offers guidance on certain types of general items such as correspondence. In compliance with Arizona

State Library, Archives and Public Records (ASLAPR) rules, ADOT also has a policy outlining a retention schedule, which is found in ADOT Rules and Regulations, MGT 9.09.

We make a basic distinction between a public record that has historical purposes and other public records when it comes to releasing documents. With few exceptions, all

documents created in the course of our work are available for public inspection under the public records laws. However, not all documents rise to the level of being considered for listing and retention.

## How long to keep records

Look at the retention policy. Be sure that the documents you are considering retaining or purging are listed on the schedule and follow the time frame listed. If you are not certain whether you should keep the documents, consider the following questions:

- Is the document considered evidentiary?
- Is the document administrative in nature?
- Is it a duplicate or informational?

A document that has possible evidentiary value may warrant a long or permanent retention. Some duplicative files or documents may not require any retention at all and may even be listed under another section's retention list; thus, you would not need to list them on the schedule, and the records may not require special handling or purging limits. If the file or document is purely informational, it may not qualify to be listed either. Many administrative files are original in nature and will vary in usefulness to the agency and/or the public, so consider time frames before listing them on the retention schedule. It is important to note that all files or documents to be retained or purged must be approved through ASLAPR prior to action. That agency makes the determination on what can be legally purged.

Although you may not find a file or document listed on the retention schedule, that does not mean it has not been considered for retention. It may be that it did not meet the criteria for being listed on the schedule. It is a good idea to create your office retention schedule and then look to ASLAPR to see what items meet criteria to be listed on the master schedule for ADOT. Items not listed on the master schedule can still remain on your internal office schedule so that future generations of employees know where they stand on records retention.

*(Continued on Page 13)*



## Comments and Kudos

**An e-mail received from a constituent sings high praises for the work that ADOT maintenance crews have been doing:**

*I just wanted to say that your landscape crews are doing a great job of cleaning up the trees and bushes along I-10 from the Salt River to Ray Road. You can let them know that there is at least one driver along that stretch (of highway) that really appreciates the work that they are doing and it looks great. They're working in hot weather, I know that it's no picnic out there.*

*Again, thanks for all their efforts.*

*(Signed) SJS*

**To submit articles and photos for publication, or to make suggestions and comments, contact the editor at**  
**Transendeditors@azdot.gov**  
**or telephone Ron Loar**  
**(602) 712-8147**

## Public records


*(Continued from Page 12)*

### Retaining e-mails

E-mails should be retained for six months, according to the retention schedule. This only pertains to backup tapes, which are controlled by the Information Technology Group. There are no restrictions on deleting e-mail from your own folder; however, do not delete e-mail if you think litigation is imminent. If you know litigation is coming, save it. Also, if you make a printout of your e-mail, that may now be considered a public record that can be subject to other portions of the retention schedule. For example, if you print an e-mail that offers information about a project, then the printed version is considered correspondence and should be put with the appropriate project file. Remember, deleting your e-mail does not mean that it cannot be retrieved.

### Storage space limitations

Although storage space is often a consideration, it should never be the deciding factor regarding whether you keep a record and for how long. Storage is available through ASLAPR.

If you are concerned that your section may not be in compliance with ADOT policy MGT 9.09, call the Risk Management Office at 602-712-6547 for consultation. 

## Retirements from ADOT

**Employees retiring from ADOT recently, as reported by Human Resources include:**

Marcella A. Best, 21 years, MVD, Customer Service Program

Thomas J. Columbus, 26 years, ITD, Bridge Group/ Technical Section

Donald E. Costilow, 20 years, TSG, Facilities Management

David Cousineau, 8 years, MVD, Motor Carrier Tax and Services

Sherry L. Hammons, 26 years, ITD, Indian Pine Maintenance

Steven A. Jimenez, 30 years, ITD, Valley Project Management

Robert R. Kuhnert, 22 years, TSG, Office of Audit and Analysis

John H. McNary, 23 years, ITD, Phoenix Maintenance District

Roberta Ornelas, 30 years, ITD, Phoenix Maintenance District

Jerry M. Slusser, 11 years, MVD, Customer Service Program

## Jobing.com, ADOT, Diamondbacks team up to promote 'Pitch In, Pitch Out' litter campaign



*Employees of Jobing.com were recognized during pre-game activities of the Arizona Diamondbacks vs. Anaheim Angels baseball game for their contribution to the Adopt a Highway Program's Pitch In, Pitch Out litter campaign. Receiving an award on behalf of the volunteer employees of Jobing.com were, from left, David Dickens and Matthew Moses, marketing managers, and Brian Mohr, senior vice-president; ADOT Director Victor Mendez, who presented the certificate; Gail Lewis, transportation policy advisor to the Governor's office; and Bob Melvin, manager of the Arizona Diamondbacks.*

Calling all ADOT kids!



# 2007 ADOT SAFETY CALENDAR CONTEST

Show us what it means to be safe at ADOT!

**Artwork must be submitted by August 18, 2006 on a standard landscape 11 x 8.5 sheet of white paper**

**Who can enter?**  
This contest is open to all children, pre-K through grade 6, who are related to an ADOT employee.

**How to Enter**

- Read the contest rules and fill out the entry form: You can download this form, along with sample slogans and ideas, from the Safety and Health Intranet home page at <http://adotnet/divisions/ts/safety>
- Create and Title your artwork
- Send your artwork along with the entry form to:  
ADOT Safety and Health  
1324 N 22nd Ave MD 128A Phoenix AZ 85009  
Any questions please call (602)712-4204



# Media and Transportation Agency Summit hosted by AZTech and broadcasters association

By Steve Owen  
*Transportation Engineer*

**The AZTech Executive Committee and the Arizona Broadcasters Association (ABA) recently combined resources and talents to improve cooperation and understanding of the issues and challenges of providing accurate, up-to-date travel and traffic information for the public.**

More than 60 representatives of transportation, public safety professionals, public information officers and the news media attended the Media and Transportation Agency Summit, held at ADOT's Human Resources Development Center training facility in Phoenix. The session opened with comments by ADOT Director Victor Mendez and Art Brooks, president and CEO of the ABA.

Brooks commented, "For broadcasters, this meeting not only puts faces with names, but it opens a new and more productive flow of communication."

Tim Wolfe of ADOT's Traffic Operations Center (TOC) reviewed the evolution of traffic information for the media in the past decade. The standard tools of aircraft and scanners have been replaced by integrated traffic detection and management systems that enable near-real-time speed maps, as well as camera feeds, detailed incident, event, crash and work zone notices.

Mark Jeffrey, director of operations for the Clear Channel / Total Traffic program, discussed the


media's role and goals for public travel information and their critical need for clear, timely and consistent details on roadway incidents.

ADOT Public Involvement Director Sally Stewart provided an overview of the role of public information officers and advised the media that a new 24-hour toll-free line has been established as a one-stop information source.

Rick Knight and Donna Contreras of the Department of Public Safety (DPS) told of the recent commissioning of the computer-aided dispatch (CAD) system for the Highway Patrol, which also feeds information to the ADOT

Traffic Operations Center with real-time urban freeway and statewide rural incident details.

Knight noted that the DPS media-alert program is being significantly upgraded to accommodate all interested media partners across the state. The current alert system's 24 connection ports will be expanded in the near future to allow for up to 196 simultaneous media contacts, he said.

An open-forum discussion provided more details to the group on topics such as ADOT's 511 traveler information system and Amber Alerts. Key agencies also explained their media outreach efforts and offered their public-information contact phone numbers and Web and e-mail links. 

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